

2016

## Annual Trustees' Report

**drinkaware**

# **Annual Report and Financial Statements for the Year Ended 31 December 2016**

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The Drinkaware Trust (A charitable company limited by guarantee)  
Charity No. 1094586 in England and Wales; SCO43163 in Scotland

Registered Office: 3rd Floor, Salisbury House, London Wall, London  
EC2M 5QQ

## Chair's report for the year ended 31 December 2016

I am pleased to present my third annual report as Chair of the Trust. As before, I am indebted to my fellow Trustees, to our funders and partners, and to our Chief Executive and her staff for their sustained support and leadership throughout the year.

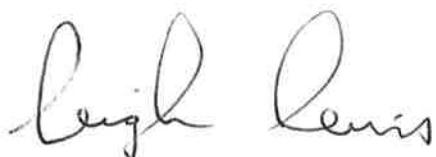
The past year has been one of continued progress in our efforts to make a real and sustained contribution to reducing the harm from alcohol in the UK, not least in our partnerships with others. The first quarter of 2016 was dominated by the publication of the new low risk drinking guidelines by the UK's Chief Medical Officers, and we were pleased that Drinkaware was able to respond very promptly in providing information about the new guidelines to the public within 24 hours of their release. Unique visitors to our website exceeded 1 million in the month of January 2016 alone, an indication of the extent to which Drinkaware is regarded as the first port of call for the general public seeking authoritative alcohol-related information and advice.

In May 2016, we launched the first year of our new three-year health-related campaign, *Have a Little Less, Feel a Lot Better* to help educate men between the ages of 45 and 64 about the risks of excessive drinking. A significant number of men in this age group drink above the Low Risk Drinking Guidelines, and our Board believes that this group has been under-served by information about alcohol risks in recent years. The *Have a Little Less* campaign encourages people in this group to re-assess their drinking and seek out more information about how to reduce it. The first year results of the campaign have been encouraging; 1.4m men in this age group could recall the campaign, and the videos and web pages on the health risks of excessive alcohol use were viewed more than  $\frac{1}{4}$  million times. We have been particularly grateful to a number of our partners for their support for the campaign.

For Drinkaware's under 24 audience, our ground-breaking *You Wouldn't Sober, You Shouldn't Drunk* campaign continued in cinema and social media advertising and, after a successful pilot, *Drinkaware Crew*, our programme to train and equip staff to support and protect participants in the night time economy, was expanded into 12 areas across the UK in 2016, a number which continues to rise in 2017.

At the same time we have continued to broaden our financial support increasing from 85 funders in 2015 to 100 in 2016 with the addition of England Rugby, the Racecourse Association and, in the hospitality industry, The Restaurant Group amongst others, and we have also further strengthened our independence and governance through the creation of a Risk and Audit Committee; increasing the size of our independent Medical Advisory Panel with the addition of experts in the fields of cancer and alcohol nursing; and, in June, receiving the first annual report from the Chair of our newly established Devolved Nations Advisory Panel.

As we look to the future, the challenge of continuing to reduce the harms from alcohol in the UK remains with us. But our Board is confident that Drinkaware, with its partners, is now making an ever more effective contribution towards meeting that challenge.

A handwritten signature in black ink that reads "Leigh Lewis". The signature is fluid and cursive, with "Leigh" on the top line and "Lewis" on the bottom line.

Sir Leigh Lewis KCB | Chair

## **Legal and Administrative Information**

### **Directors and Trustees**

The directors of the charitable company (the charity) are its Trustees for the purposes of charity law. The Trustees during the year and since the year end were as follows:

<b>Chair</b>	Sir Leigh Lewis KCB	
<b>Treasurer</b>	Ted Tuppen CBE	(retired 26 April 2016)
	Kate Morris	(appointed Treasurer 26 April 2016)
	Helen Humphreys	(retired 26 April 2016)
	Alex Hunter	(retired 28 July 2016)
	Dr Paul Nelson	
	Penny Newman OBE	
	Vicki Nobles	
	Dr Christopher Spencer Jones	
	Dr Timothy Walker	
	David Ward	

### **Key management personnel**

<b>Chief Executive</b>	Elaine Hindal
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<b>Registered Office</b>	3 <sup>rd</sup> Floor, Salisbury House, London Wall, London EC2M 5QQ
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<b>Auditors</b>	Kingston Smith LLP Chartered Accountants, Devonshire House, 60 Goswell Road, London EC1M 7AD
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<b>Bankers</b>	CAF Bank Limited, 25 Kings Hill Avenue, Kings Hall, West Malling, Kent ME19 4TA
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<b>Solicitors</b>	Lewis Silkin LLP, 5 Chancery Lane, Clifford's Inn, London EC4A 1BL
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<b>Investment Advisors</b>	GMIFC Ltd, The Forge, Cuckfield Road, Stapleford, West Sussex, RH17 6ET
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## **Trustees Report for the year ended 31st December 2016**

### **Our purpose and values**

The Drinkaware Trust is an independent charity which aims to reduce alcohol-related harm by helping people to make better choices about their drinking. Its objectives, set out in its Memorandum and Articles of Association, are the preservation, protection and promotion of public health through the provision of evidence-based education programmes and research on alcohol-related matters. The Trustees confirm that they comply with their duty to have regard to the guidance on public benefit, published by the Charity Commission, when exercising their powers and duties.

The Trust was established in 2007 through a Memorandum of Understanding between Government and representative organisations of the UK alcohol industry; a subsequent addendum, in 2009, agreed to continue Drinkaware indefinitely, and confirmed Drinkaware as "*the primary non-governmental vehicle for providing alcohol information and public education*".

Today, Drinkaware continues in that role. Our vision is to reduce alcohol-related harm by helping people make better choices about their drinking, and we were pleased in 2016 to see that this vision remained entirely consistent with the importance of informed choice set out in the UK Chief Medical Officers' Low Risk Drinking Guidelines.

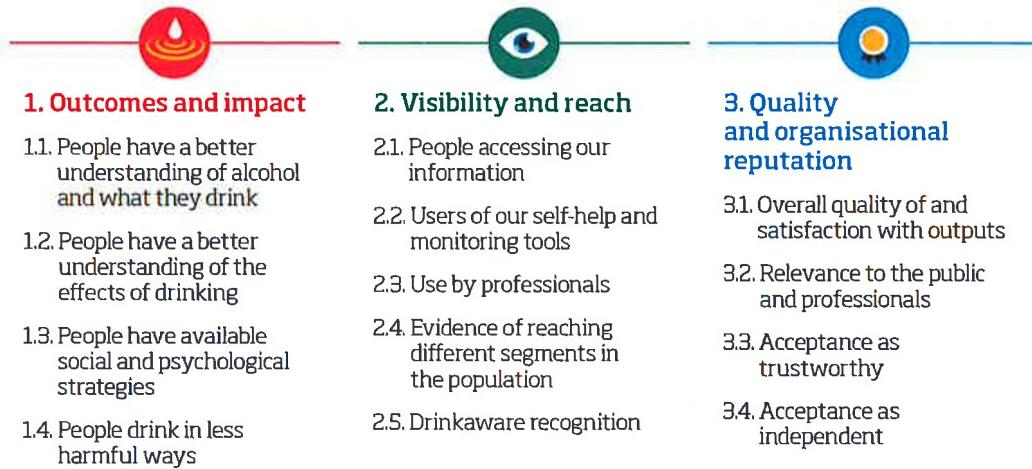
Our values continue to provide a set of straightforward principles and practices that shape our behaviour. We are:

- **driven to make a difference:** we seek ways to maximise our impact and to make information, advice and resources relevant and accessible to our audiences;
- **led by the evidence:** we are informed by expert guidance and critically engage with , and make decisions supported by, evidence;
- **resourceful:** we seek to find more effective ways of doing things; set and report upon targets; and ensure Drinkaware delivers value for money to make our resources go further; and
- **working positively with others:** we work with stakeholders to maximise impact; and take stakeholders' perspectives into account.

## Achievements and Impact

The Drinkaware Board has set out a key performance indicator (KPI) framework, identifying thirteen key aspects of measurement of Drinkaware's achievements and impact under three broad headings: the visibility and reach of Drinkaware activities; the quality of its outputs and the organisation's reputation; and most importantly, its outcomes and impact.

### 13 KPI's



Given the wide range of activities undertaken by Drinkaware, the framework provides an important way to recognise the contribution of each activity towards our charitable aims.

Supporting the KPI framework, Drinkaware's *theory of change* sets out the assumptions that lie behind the organisation's choice of activities and the immediate and longer term outcomes and impact Drinkaware hopes to achieve. The theory of change is articulated on an organisational level and for each specific programme or activity we undertake.

The theory of change informs all of our evaluation activity and is reviewed regularly by members of the Research and Impact Committee.

## Our activities

### Information and advice

Drinkaware provides extensive information and advice through its website and social media platforms; the content is systematically reviewed by Drinkaware's independent Medical Advisory Panel to ensure it reflects the most recent evidence and best practice advice.

In 2016, there were 9.3m unique visitors to the Drinkaware website and experiences of web users were captured in website surveys conducted in July 2016, October 2016, December 2016 and January 2017. In total, 4,142 Drinkaware website users completed an online survey about their experience of using the website.

Overwhelmingly, the survey results suggest that visitors to the Drinkaware website had a positive experience and found relevant information:

- four in five respondents said that they felt that the Drinkaware website was relevant, trustworthy, objective and impartial;
- the majority of respondents said they would recommend the Drinkaware website to friends or family who wanted to find out more about alcohol in future;
- more than half of respondents said that, having visited the Drinkaware website, they had an improved knowledge about alcohol and the law and about how to prevent harm to themselves and to others due to alcohol;
- nearly two-thirds of respondents said that they had a ‘better’ or ‘much better’ understanding of the Low Risk Drinking Guidelines and the effects of alcohol having visited the Drinkaware website.

The 2016 web user surveys have also identified areas to be further developed or improved. For example, a significant proportion of website visitors who were looking for specific information did not find what they were looking for, suggesting that further investigation would be helpful in identifying the barriers faced when trying to find specific information.

Three quarters of survey respondents said that they were ‘*a bit more likely*’ or ‘*much more likely*’ to revisit the Drinkaware website. However, Google Analytics data suggests that only 17% of traffic is from return users. Given that there is such high intention to return, it may be worthwhile investigating why these users may not actually return to the website in the future.

Further analysis of the 2016 web user series data should provide a more in-depth understanding of our website visitors’ experiences, particularly analysis of the open-text responses. There may also be value in conducting further analysis based on segmentation profiles.

Overall, the 2016 web user surveys have provided an indication that users are having positive experiences of the Drinkaware website. Given the findings and methodological learnings from 2016, Drinkaware will continue to improve the user experience in 2017.

## Digital tools and resources

Drinkaware provides a number of digital tools which were widely used in 2016. On the Drinkaware website, there were 1.2m completions of the *Drinkaware Unit & Calorie Calculator* and 373,000 completions of the *Alcohol Self-Assessment Tool* providing the clinically validated AUDIT problem drinking assessment. In addition, 10,000 people signed up to *MyDrinkaware*, a web-based tool for regular tracking of drinking, and 97,000 people downloaded the Drinkaware App, which provides a similar functionality via a smartphone application.

The '*Have a Little Less*' online tool (now called *DrinkCompare*), which uses a social norming approach to allow users to compare their drinking to normative data and to understand the benefits of drinking less, was completed 49,000 times in 2016.

We are not yet routinely monitoring the behavioural impact of web-based online tools, however, which is an important priority as our research programme develops in 2017 and 2018.

### **The Drinkaware App**

Smartphone applications ('apps') offer considerable promise as tools to help people monitor and reduce their alcohol consumption. To date, however, few evaluations of alcohol reduction apps exist, with even fewer considering apps already available to the public. In 2016 The Drinkaware app was evaluated by independent researchers to examine perceptions of acceptability, usability and perceived effectiveness, as well as to provide recommendations on how to improve the app.

Data from 119,713 Drinkaware app users indicates that, whilst there is relatively high attrition after the first week of use, users who engaged with the app tended to be high risk drinkers and to report being motivated to reduce drinking at the point of first download. Of those who consistently engaged with the app over time, self - reported alcohol consumption reduced by between 3 and 5 units per week compared to pre-app use.

Qualitative findings indicate satisfaction with the usability of the app, but mixed feedback was given regarding some individual features. In particular, the transition of data hosting arrangements during the course of 2016 caused significant problems for a number of app users; these were resolved by the end of 2016 but not before adversely affecting the number of downloads. The qualitative research also indicated an opportunity for more personalised content. This research will inform planned developments to the app in 2017.

The evaluators concluded that the Drinkaware App is a useful tool to support behaviour change in people who are motivated to reduce their alcohol consumption, and that it would benefit from greater personalisation and tailoring to promote longer term use. Whilst a fuller evaluation report will be published later in the year, findings from the qualitative research evaluation have been published in the journal, *BMC Public Health*, in May 2017.

## Drinkaware Programmes

### *Have a Little Less, Feel a Lot Better*

58% of adults in Great Britain report drinking in the last week and nearly 1 in 5 adults in England report drinking at hazardous levels or above; furthermore, 2.5m adults in Great Britain drink more than the weekly Low Risk Drinking Guidelines (of 14 units) in a single day. Recent evidence suggests that harmful drinking is particularly prevalent amongst adults over 45, who drink more frequently and habitually than their younger counterparts; 15% of adults over 45 report drinking on at least five of the last seven days compared to just 6% of 25 – 44 year olds. While rates of alcohol-related mortality are falling after a peak in the 2000s, and despite improvements in the last decade (particularly in Scotland), alcohol-related death rates were still higher in 2014 than in 1994. The rate of alcohol-related mortality for men remains double the rate for women in the UK; and significant regional variations persist with rates highest in the North East and lowest in London.

Encouragingly, there is evidence of interest in cutting down. *Drinkaware Monitor* data indicate that one in four drinkers has tried to cut down and half of those who report having tried to cut down in the past continue to drink at lower levels than previously. Our campaign, *Have a Little Less, Feel a Lot Better*, is designed to engage older adults, particularly men, to encourage self-reflection and assessment and to educate them on the potential harms of habitual, at home drinking.

The theory of change for the campaign was informed by extensive qualitative research (published in our *Midlife Male Drinking* report) into men drinking significantly above the Low Risk Drinking Guidelines. Whilst drinking is highly valued by this group, and is important to them in terms of identity and social relationships, they exhibit poor awareness of the health risks of drinking at the level they are, perceive themselves to be in control of their drinking and are highly resistant to change. As a consequence, the Board felt this was an important audience and, in 2016, approved a three year investment programme to engage this group.



The *Have a Little Less* campaign launched with PR and media including digital, radio and outdoor advertising. 4m men aged 45 – 64 were exposed to the campaign, 34% of whom were able to recall the campaign in subsequent research. There were 304,000 social media engagements, 128,000 views of Drinkaware's health-related videos (on alcohol and the heart; the liver; weight management; mental health and erectile dysfunction) and 49,000 people completed a new online tool. Independent evaluation of Year 1 of the campaign was undertaken by academics at Sunderland University.

Whilst the evaluation did not find any significant change in respect to attitudinal or knowledge-related outcomes in the first year of the campaign, there were indications (although not statistically significant) of changes in knowledge of

alcohol-related health risks; agreement that cutting down routine drinking reduces health risks; and an increase in the proportion of men who agreed that '*sometimes I think I should cut down my drinking*'.

The survey data also indicated a small change in readiness to change and non-significant increases in weekly alcohol consumed and AUDIT-C alcohol harm scores.

Learning from the 2016 evaluation is informing the second year of the campaign in 2017.

### ***You Wouldn't Sober, You Shouldn't Drunk***

Based on insights from Drinkaware's 2014 *Drunken Nights Out* research, this programme aims to reduce the harms and costs of drunken nights out by challenging drunken sexual harassment and promoting behaviours to help keep people safe.

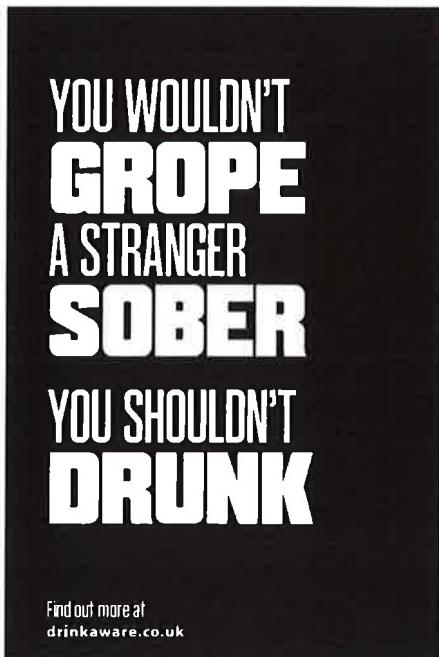
There are two programme elements; an advertising campaign to challenge the attitudes and behaviours of around 40% of 18-24 year olds who engage in deliberately drunken behaviours; and *Drinkaware Crew*, details of which are given below.

The advertising campaign started in 2015 in North West England with a commitment to continue for three years in order to make a substantive impact. In 2016, our media buy gave almost 1 million people the opportunity to see the advertising and campaign messages across a range of platforms, including cinema, digital display ad, Facebook, Twitter and YouTube. In addition, the campaign video was viewed 673,000 times on Facebook and 337,000 times on YouTube.

The 2016 campaign was recalled by 326,000 people aged 18-24 in the North West, representing 49% of the population in that age group.

A two-year independent evaluation, undertaken by academics at Exeter University, compared attitudes and claimed behaviours both pre and post campaign in the North West compared to the control region of the West Midlands. The evaluation has provided evidence of some shifts in attitudes and behaviours amongst the campaign audience, with a decrease compared to the control region in 2016 in the proportion of 18 – 24 year olds who agree that inappropriate behaviour can be excused by drunkenness. There is also evidence that drunken sexual harassment is being discussed more often by people under 25.

In 2016, 85% of people 18 -24 agreed that the campaign was '*important*' and 78% that it was '*impactful*' but agreement on both points was marginally lower than in the prior year suggesting some wear-out in the repeated use of the campaign assets; these will be refreshed for the 2017 campaign.



## *Drinkaware Crew*



*Drinkaware Crew* are trained staff, employed by local venues, who work in bars and clubs to reduce drunken anti-social behaviour amongst 18 to 24 year olds and help keep them safe.

Working in pairs, and readily identifiable, the Crew have a presence in the venue throughout the night, talking to customers at the start of the evening when a queue is forming, supporting customers who are vulnerable and helping to ensure that guests leave safely after the venue has closed.

After successful pre-pilot and pilot stages in 2015, *Drinkaware Crew* expanded into a number of new cities in 2016, including Cardiff, Swansea, Plymouth, Exeter, Birmingham and Bolton.

*Drinkaware Crew* receive training designed and delivered by British Institute of Innkeeping accredited trainers and we are grateful to the charities Victim Support and Hollaback, and to a number of police partners, for their input into the training design.

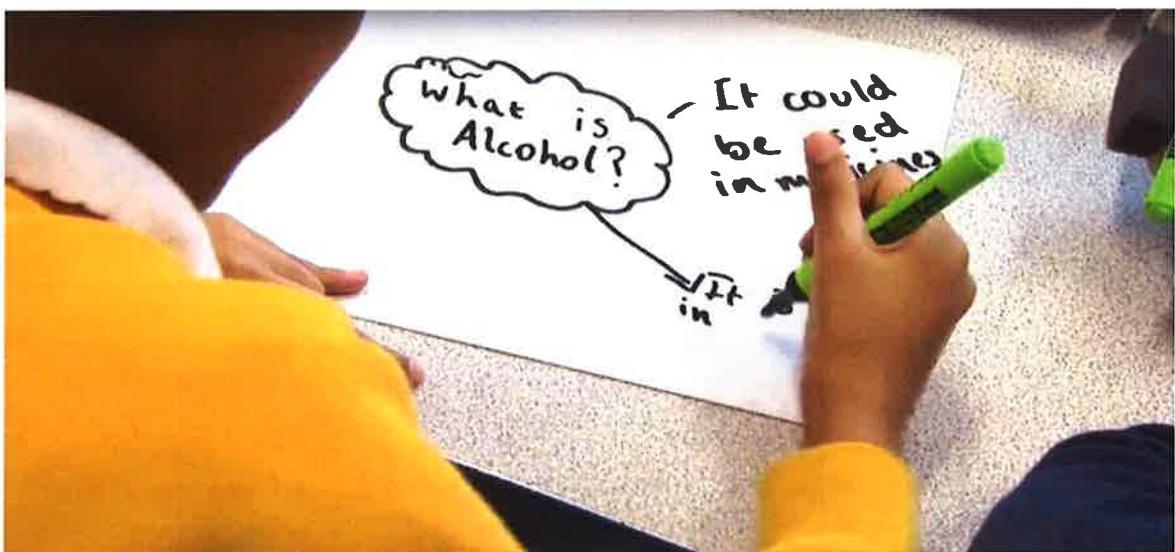
After initial development work in Nottingham in 2014, which generated valuable learning to refine the *Drinkaware Crew* programme with revised training and practice guidance, the six-month process evaluation concluded in 2016; this has allowed us to further specify the logic model for the intervention to improve the programme. Work to establish the societal impact of the programme, and how this might be measured using routinely collected data, was commissioned in 2016 and will report in 2017.

Data from the activity logs, the process evaluation, and anecdotal evidence from venue managers and other stakeholders, indicate that the programme is providing a valuable addition to the night-time economy; in 2016, 56 *Drinkaware Crew* members were recorded as having supported 2,965 people during the course of 373 shifts in 14 nightclubs around the UK.

## *Parents and Young People's Campaign*

Drinking is becoming less common amongst young people as positive trends in the prevalence of underage drinking continue. Amongst the 37% of 11 – 15 year olds who have ever had a drink, 45% drink no more than once or twice a year.

Despite these positive trends at a national level, one in five underage drinkers say they drink once a week or more often, and associations between underage drinking and drug-taking, violence, and underage or unprotected sex are well-evidenced. Our research into young people's drinking suggests a strong association between drinking and poor mental wellbeing, with a significant proportion of underage drinkers choosing to drink to 'conform' or to cope with negative feelings at least some of the time. One in four young people with poorer mental wellbeing drink at least once a week, compared to one in ten of those with better mental wellbeing.



In 2016, Drinkaware continued our *Talk* campaign, to encourage parents to discuss the risks of drinking with their children; and promoted *Drinkaware for Education*, a comprehensive set of free curriculum resources for teachers in primary and secondary schools which was launched in October 2015.

In 2016, there were 514,000 unique visitors to the parent's content on the Drinkaware website and 28,000 views of video-based information and advice. High average dwell times suggest that the information is engaging and relevant.

21,000 *Drinkaware for Education* resources were downloaded by 2,500 unique users; these users were based in 1,087 organisations, 874 of which were schools.

A survey among a small number of school teachers (n=33) who had used the *Drinkaware for Education* resources suggested that they are well regarded: 31 (94%) thought they were good or very good and 29 (88%) would recommend them to others. 29 (88%) thought that at least half of the pupils were helped by the *Drinkaware for Education* resources to better understand what alcohol is and 25 (76%) of the teachers thought pupils would be better able to avoid or delay drinking.

## **Financial review**

The statement of financial activities for the year is set out on page 22 of the Annual Report. The net surplus for the year was £236,700 (2015: £63,561 surplus).

### **Funding**

Drinkaware received £5,154,406 in voluntary donations from UK alcohol producers, retailers and sports bodies in 2016 (2015: £5,102,540). In addition, Drinkaware raised £232,597 from alcohol awareness publications and products, bank interest and further donations (2015: £196,496).

### **Expenditure on charitable activities**

Charitable expenditure for the year was £4,988,329 (2015: £5,074,201). The reduced expenditure is in part due to the timing of marketing expenditure which will fall into the 2017 financial year.

### **Staffing costs**

Expenditure on staffing costs for the year was £1,066,618 (2015: £1,138,839). The decrease in 2016 reflects an overall reduction in the use of agency staff and associated fees.

### **Expenditure on raising funds**

Expenditure on raising funds for the year was £161,974 (2015: £159,274).

### **Net Assets**

The total Net Assets of the Trust were £1,252,877 at 31<sup>st</sup> December 2016 (2015: £1,016,177). There were no restricted funds.

## **Investment powers and policy**

The Trustees, having regard to the liquidity requirements of operating the Trust, have kept available funds in interest-bearing deposit accounts and sought to achieve a rate which matches or exceeds inflation as measured by the retail price index (RPI).

The Investment Policy of the Trust was reviewed with our professional Advisors, GMIFC, in 2015 and a number of changes were made in 2016 with a view to ensuring that these objectives were achieved. However, the invested funds held on deposit for the Trust (excluding those held at CAF Bank) achieved an average rate of return of 0.4% against the RPI of 1.2% for the year, and funds held at CAF Bank achieved an average rate of 0.2% for the year.

Consequently, the Trustees have undertaken to review both the investment and reserves policy during 2017 to ensure that the level of risk is appropriate for the Trust and its beneficiaries.

## **Reserves policy and going concern**

The Trustees have continued to maintain a reserves policy intended to ensure the on-going viability of the charity notwithstanding a significant shortfall in funding or other unexpected events. In addition, the nature of Drinkaware's campaigns means that expenditure peaks significantly at certain times of the year reflecting the timing of media buys in particular; an appropriate level of reserves is thus also required to ensure adequate cash flow to support our campaign activities.

During 2015, the Trustees reviewed the Reserves Policy of the Trust and concluded, having compared current levels of activities and cash flow projections, that the Charity's reserves should be maintained at a minimum level of £500,000. Actual reserves at 31<sup>st</sup> December 2016 were substantially in excess of this minimum level at £1,252,877 (2015: £1,016,177).

The Trustees have committed to a review of the reserves policy in 2017 to consider whether the minimum level of reserves remains appropriate given the risk profile of the Trust, its investments plans and the rates of return available on investments.

## **Plans for future periods**

In April 2017, we launched a new five year strategy for Drinkaware, setting out the Board's ambition for its impact and activities for the period to 2022. The strategy builds upon our achievements over the past three years and was the subject of extensive consultation with stakeholders, funders, partners and members of the general public who had used the Drinkaware website during 2016.

In accordance with our vision and charitable objectives, the strategy sets out a programme for Drinkaware to become, by 2022, one of the leading charities concerned with healthier lifestyles and wellbeing in the UK. The strategy is published in full on the Drinkaware website.

Alongside our new strategy, we will, in 2017, maintain our commitment to the third and final year of the *You Wouldn't Sober, You Shouldn't Drunk*, and in 2017 and beyond, the continued rollout of Drinkaware Crew in major UK cities, alongside a pilot scheme to test the *Drinkaware Crew* model at large festivals and major sports events.

We will continue the our *Have a little Less, Feel a Lot Better* campaigns in 2017 and 2018, informed throughout by evaluation and feedback and adapting the campaign assets and tools accordingly.

The Board will continue to pay careful attention to Drinkaware's on-going financial sustainability given the continued commercial pressures on our donors. In that context we will continue to focus on expanding our funding base from across the UK alcohol industry and beyond it to engage sports bodies, the wider hospitality industry and other corporate partners with an interest in, and responsibility towards, reducing alcohol harm.

We will also redouble our efforts to diversify income beyond that provided by alcohol-industry organisations through partnership working and through commercial income streams, which we expect to make a modest but important contribution to Drinkaware's income over the coming years.

## **Structure, governance and management**

### **Governing Document**

The Drinkaware Trust is a company limited by guarantee governed by its Memorandum and Articles of Association. It is registered as a charity with the Charities Commission and its Trustees are also the members of the Company.

Under its Memorandum and Articles of Association, the Board may comprise between 8 and 11 Trustees. Trustees are appointed by the Board and serve for a term of three years, with each Trustee able to serve for a maximum of two terms. The Board has the power, should it choose to do so, to co-opt members to the sub-committees of the Board to fill specialist roles or to provide expert advice to the Board.

Trustees are appointed through an open recruitment process based solely on their ability to meet the needs of the Trust and the Board may appoint no more than two Trustees who are either currently employed in the alcohol beverages industry or have a policy role with respect to alcohol.

### **Trustee induction and Board appraisal**

The charity has a formal procedure for inducting Trustees and provides key reference documents to ensure that newly appointed Trustees are fully aware of Drinkaware's history, current strategy and activities and their responsibilities. Additional training is provided at the request of Trustees.

The Board has instituted a formal programme for the annual appraisal of Trustees (including the Chair) in line with best practice in the charitable sector.

## **Organisation**

The Board of Trustees directs the work of the charity. It typically meets around six times per year although additional meetings can be held as and when required. The Chief Medical Advisor to Drinkaware attends Board meetings as an observer; and, reflecting the importance of our Government stakeholders, an observer from the Home Office is invited to attend Board meetings.

The Board has established three sub-committees covering Finance and Human Resources, chaired by the Treasurer Kate Morris; Research and Impact, chaired by Dr Timothy Walker, and Risk and Audit chaired by David Ward.

In addition, the Board receives annual reports from its Medical Advisory Panel and from the Chair of Drinkaware's Devolved Nations Advisory Panel.

The Chief Executive Officer is appointed by the Board of Trustees to manage the day-to-day operations of the charity. The CEO has delegated authority for operational matters including finance, employment, campaigns and communications in line with the policies that have been approved by The Board of Trustees and is appraised annually by the Chair and the Board of Trustees.

## **Related parties and co-operation with other organisations**

No Trustees receive remuneration or other benefit from their work with the Trust. Any connection between Trustees or senior managers with any donor, supplier or partner of the Trust must be disclosed to the full Board of Trustees and a Register of Interests is maintained.

Declarations of interest are invited at each Board meeting.

## **Pay policy for senior staff**

Remuneration for senior staff is reviewed annually by the Finance and Human Resources Committee, which is also responsible for recommending the remuneration of the CEO to the Board for its approval.

Pay for all staff is independently benchmarked annually against external comparators. Proposed pay awards and/or bonuses for exceptional performance are agreed by the Finance and Human Resources Committee or the CEO as appropriate and are not contractually guaranteed.

## Risk management

The Board of Trustees has established a risk management strategy which involves an annual review of: the principal risks and uncertainties that the charity faces; the policies, systems and procedures in place to mitigate those risks; and the maintenance and regular review by the Board of a Risk Register designed to include all of the principal risks to which the charity is exposed.

In 2016, in the light of these risks, the Board established a Risk and Audit Committee to ensure more detailed scrutiny of the charity's operational risks.

The Trustees consider the following to be the key risks currently facing the charity:

- Drinkaware is almost completely reliant upon voluntary donations from organisations across the UK alcohol beverages industry, and therefore needs to take into account changing economic and commercial considerations that may affect corporate donors. Trustees continue to monitor income on a regular basis and to consider the longer-term impact of emerging trends in the alcohol beverages market. In addition, in 2015, the Board of Trustees commissioned an independent review of opportunities to diversify its income, and has approved plans accordingly to diversify income in line with our new five year strategy.
- Drinkaware has since its inception benefitted from strong government support. In recent years, commitment to supporting Drinkaware was reinforced through a specific pledge within the Alcohol Network of the Public Health Responsibility Deal. As overall alcohol consumption falls, and with national attention focused on obesity and other public health issues, the Board of Trustees remains concerned that government and indeed the wider community may reduce its focus on alcohol-related risks; and that the positive progress made in recent years may begin to slow down as a result. Trustees continue to monitor the situation and to work closely with senior government officials and Ministers to emphasise to them the importance of recognising the long-term health impacts of alcohol use. In accordance with our Memorandum of Understanding with government, Drinkaware continues to provide the findings of its research evidence to government and the general public through openly publishing our research on our website.
- As an organisation funded by donations from organisations operating in the alcohol beverages industry, the Board of Trustees recognises that any reduction of confidence in the perception of Drinkaware's independence represents a risk to our reputation and standing. The amendment to Paragraph 3 of the Memorandum and Articles of Association referred to above provides greater assurance regarding the independence of Trustees and limits the number of Trustees currently employed in the alcohol beverages industry or with a policy role with respect to alcohol to a minority within the Board.
- Further, through the work of its Research and Impact Committee, the Board of Trustees ensures that evaluations of Drinkaware's activities are undertaken by independent and impartial researchers; and it draws heavily upon the advice of its independent Medical Advisory Panel to ensure that Drinkaware's campaigns are evidence-based. In addition, Trustees continue to monitor the reputation of the charity though annual surveys of stakeholder perceptions and consumer trust in the independence of the information we provide.

## **Internal controls**

Drinkaware's system of internal financial control provides for the provision of regular financial information to the Finance and Human Resources Committee. Administrative procedures include the segregation of duties and an approved scheme of delegation and accountability approved by the Board of Trustees. In particular, the system of financial control includes:

- an annual budgeting process with an Annual Budget which is reviewed and approved by the Board;
- regular reviews by the Board of periodic financial reports which indicate variances to budget and to the prior year;
- setting targets to measure financial performance; and
- formal purchasing and receipts procedures which are regularly reviewed.

During the 2015 audit process, a number of erroneous transactions relating to VAT were identified and corrected. These were fully disclosed to HMRC and the Charity Commission who have confirmed during 2016 that no further action is required. Drinkaware has subsequently strengthened both its financial system and reporting regime to provide for greater scrutiny and transparency of all financial transactions and also increased the size and capacity of its finance function to ensure compliance with statutory and regulatory reporting requirements.

## Trustees responsibilities in relation to the financial statements

The Trustees are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and UK Accounting Standards (UK Generally Accepted Accounting Practice). Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and the application of resources of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles of the charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the 'going concern' basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with relevant legislation. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm that they have taken appropriate steps to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information. As far as the Trustees are aware, there is no relevant audit information which has not been disclosed to the auditors.

This report has been prepared in accordance with the special provisions of Section 381 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees



Sir Leigh Lewis KCB | Chair

Date: 13/7/17

## **Independent Auditors' Report to the Members of The Drinkaware Trust Limited**

We have audited the financial statements of The Drinkaware Trust for the year ended 31 December 2016 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 'The Financial Reporting Standard Applicable in the UK and Ireland'

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with section 44 (1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company and the charitable company's trustees and members as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective responsibilities of trustees and auditor**

As explained more fully in the Trustees' Responsibilities Statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed auditors under section 44 (1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report to you in accordance with those Acts.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

### **Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition we read all the financial and non-financial information in the Trustees Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we

become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

#### **Opinion on the financial statements**

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2016 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended; and
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- Have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 (as amended) and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

#### **Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaking in the course of the audit:

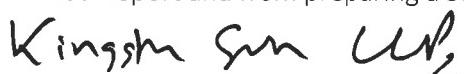
- the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report have been prepared in accordance with applicable legal requirements.

#### **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- the charitable company has not kept proper and adequate accounting records or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remunerations specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- The Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustee's Annual report and from preparing a Strategic Report.



Luke Holt Senior Statutory Auditor  
for and on behalf of Kingston Smith LLP, Statutory Auditor

20/7/17

Devonshire House  
60 Goswell Road  
London EC1M 7AD  
Date:

Kingston Smith LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

**The Drinkaware Trust**  
**Statement of Financial Activities**  
**(incorporating an Income and Expenditure Account)**  
**For the year ended 31<sup>st</sup> December 2016**

	Note	Total 2016 £	Total 2015 £
<b>Income</b>			
Donations	2	5,154,406	5,102,540
Investment income	3	3,292	4,026
Charitable activities	2	64,762	79,015
Other income	2	164,543	111,455
		<hr/>	<hr/>
<b>Total Income</b>		<b><u>5,387,003</u></b>	<b><u>5,297,036</u></b>
<b>Expenditure</b>			
Raising funds	4	161,974	159,274
Charitable activities	4	4,988,329	5,074,201
		<hr/>	<hr/>
<b>Total Expenditure</b>		<b><u>5,150,303</u></b>	<b><u>5,233,475</u></b>
<b>Net income/ expenditure</b>		<b><u>236,700</u></b>	<b><u>63,561</u></b>
Fund balances brought forward at 1st January 2016	16 & 17	<u>1,016,177</u>	<u>952,616</u>
Fund balance carried forward at 31st December 2016	16 & 17	<u>1,252,877</u>	<u>1,016,177</u>

All of the above results are derived from continuing activities. There were no recognised gains and losses other than the outgoing resources for the year.

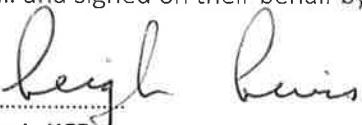
The accompanying notes form part of these financial statements.

**The Drinkaware Trust**  
**Balance Sheet as at 31<sup>st</sup> December 2016**

	Note	2016 £	2015 £
<b>Fixed Assets</b>			
Intangible assets	10	168,553	-
Tangible assets	11	<u>141,504</u>	<u>171,178</u>
		<u>310,057</u>	<u>171,178</u>
 <b>Current Assets</b>			
Stock		74,641	9,903
Debtors	12	<u>809,412</u>	<u>440,888</u>
Cash at bank and in hand		<u>860,827</u>	<u>1,318,514</u>
		<u>1,744,880</u>	<u>1,769,305</u>
 Creditors: Amounts falling due within one year	13	<u>(802,060)</u>	<u>(924,306)</u>
 Net Current Assets		<u>942,820</u>	<u>844,999</u>
 Net Assets		<u>1,252,877</u>	<u>1,016,177</u>
 Funds			
Unrestricted funds	16 & 17	<u>1,252,877</u>	<u>1,016,177</u>

These financial statements have been prepared in accordance with the special provisions for small companies under part 15 of the Companies Act 2006.

The financial statements were approved and authorised for issue by the Board of Trustees on 13/01/17 and signed on their behalf by:

  
 Sir Leigh Lewis KCB  
 Chair of Trustees

COMPANY NUMBER: 4547974

**The Drinkaware Trust**  
**Statement of Cash Flow**  
**For the year ended 31<sup>st</sup> December 2016**

	Notes	2016 £	2015 £
<b>Cash generated from operating activities:</b>			
Net cash provided by (used in) operating activities	see below	(259,953)	(164,091)
<b>Cash flows from investing activities:</b>			
Dividends, interest and rents from investments	3	3,292	4,026
Purchase of property, plant and equipment	11	(12,444)	(203,336)
Purchase of intangible assets	10	(188,582)	-
<b>Net cash provided by investment investing activities</b>		<b>(197,734)</b>	<b>(199,310)</b>
Change in cash and cash equivalents in the reporting period		(457,687)	(363,401)
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<b>1,318,514</b>	<b>1,681,915</b>
<b>Cash and cash equivalents at the end of the reporting period</b>		<b>860,827</b>	<b>1,318,514</b>

**Reconciliation of net income/(expenditure) to net cash flow from operating activities**

	SOFA	2016 £	2015 £
<b>Net income/ (expenditure) (as per the statement of financial activities)</b>		<b>236,700</b>	<b>63,561</b>
<b>Adjustments for:</b>			
Depreciation charges	11	43,334	37,416
Amortisation charges	10	18,813	120,055
Dividends, interest and rents from investments	3	(3,292)	(4,026)
Loss/(profit) on the sale of fixed assets	11	-	3,103
(Increase)/decrease in stocks		(64,738)	3,399
(Increase)/decrease in debtors	12	(368,524)	70,872
Increase/(decrease) in creditors	13	(122,246)	(458,471)
<b>Net cash provided by (used in) operating activities</b>		<b>(259,953)</b>	<b>(164,091)</b>

**Analysis of cash and cash equivalents**

		2016 £	2015 £
Cash in hand		860,827	1,318,514
<b>Total cash and cash equivalents</b>		<b>860,827</b>	<b>1,318,514</b>

**The Drinkaware Trust**  
**Notes to the Financial Statements**  
**For the year ended 31<sup>st</sup> December 2016**

**1 Accounting Policies**

**1.1 Basis of preparation**

These financial statements are prepared on a going concern basis, under the historical cost convention. The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company is a public benefit entity for the purposes of FRS 102 and therefore the charity also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006, the Charities Act 2011 and Charities Accounts (Scotland) Regulations 2006 as amended by The Charities Accounts (Scotland) Amendment (No. 2) Regulations 2014.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable entity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the charitable entity's forecasts and projections and have taken account of pressures on donation and investment income. After making enquiries the trustees have concluded that there is a reasonable expectation that the charitable entity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties. The charitable entity therefore continues to adopt the going concern basis in preparing its financial statements.

The principle accounting policies adopted in the preparation of the financial statements are set out below.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

**1.2 Fund accounting**

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

**1.3 Incoming resources**

All income is accounted for as soon as Drinkaware has entitlement to the income and there is probability of receipt and the amount is measured with sufficient reliability.

No amounts are included in the financial statements for services donated by volunteers.

**1.4 Deferred income**

Where income for expenditure in a future accounting period is received in advance, it is recognised as deferred income. The amounts shown in the balance sheet in respect of deferred income represent the amounts deferred to future accounting periods.

**The Drinkaware Trust**  
**Notes to the Financial Statements**  
**For the year ended 31<sup>st</sup> December 2016 (continued)**

**1 Accounting Policies (continued)**

**1.5 Resources expended**

Liabilities are recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

Direct costs, including directly attributable salaries, are allocated on an actual basis to the key strategic areas of activity. Overheads and other salaries are allocated between expense headings on the basis of time spent.

Governance costs include the cost of governance arrangements which relate to the general running of the charity. These activities provide the governance infrastructure which allows the charity to operate and to generate the information required for public accountability. They include the strategic planning processes that contribute to the future development of the charity.

Grants payable are recognised in the year when the offer is made, providing that any related conditions within the control of the Trustees have been fulfilled. Grants offered subject to conditions which remain within the control of the Trustees and have not been met at the year-end are noted as a commitment, but not accrued as an expense.

Costs of generating funds include an allocation of staff and overhead costs apportioned to this activity.

Support costs are apportioned as a percentage of management time spent on these activities.

Direct staff costs are posted to the activity to which they relate, overhead staff costs are allocated on the basis of management time spent on these activities.

**1.6 Irrecoverable VAT**

Irrecoverable VAT is charged against the category of resources expended for which it is incurred.

**1.7 Recognition of liabilities**

Liabilities are recognised when an obligation arises to transfer economic benefits as a result of past transactions or events.

**1.8 Tangible fixed assets and depreciation**

Tangible fixed assets are capitalised and included at cost including any incidental expenses of acquisition. Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost on a straight line basis over their expected useful economic lives as follows:

Fixtures, furniture and fittings  
Leasehold depreciation

Over the term of the lease  
Over the term of the lease

**The Drinkaware Trust**  
**Notes to the Financial Statements**  
**For the year ended 31<sup>st</sup> December 2016 (continued)**

**1.9 Intangible fixed assets**

The website domain costs and bespoke tools are stated at cost less amortisation and impairment. Amortisation is provided at rates calculated to write off the cost of those assets, less their estimated residual value, over their expected useful lives on the following basis:

Website domain and healthy living tool	3 years straight line
Website re-platforming and mobile application	3 years straight line

**1.10 Pensions Policy**

Drinkaware operates a defined contribution pensions policy in compliance with the stakeholder pension requirements. Drinkaware matches the percentage that the employee contributes up to a maximum of 5%. Contributions payable are charged to the profit and loss account in the year they are payable.

No further liabilities accrue to the Trust other than these contributions.

**1.11 Operating Leases**

Rentals arising under operating leases are charged to the statement of financial activities in the year they fall due.

**1.12 Stock**

Stocks are stated at the lower of cost and net realisable value. Net realisable value is assessed not only in relation to 'selling' price but also with reference to the value in distribution to the beneficiaries in order to further the objects of the charity. Stock is expensed in the reporting period in which it is distributed.

Stock comprises of informational booklets and educational materials to aid people in managing their alcohol intake.

**1.13 Critical accounting estimates and areas of judgement**

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. The following judgements and estimates are considered by the trustees to have most significant effect on amounts recognised in the financial statements.

Depreciation and amortisation charges are based on the estimated useful life of the assets held.

**1.14 Financial Instruments**

**Cash and Cash Equivalents**

Cash and cash equivalents include cash at banks and in hand and short term deposits with a maturity date of three months or less.

**Debtors and creditors**

Debtors and creditors receivable or payable within one year of the reporting date are carried at their at transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

**The Drinkaware Trust**  
**Notes to the Financial Statements**  
**For the year ended 31<sup>st</sup> December 2016 (continued)**

		2016 £	2015 £
<b>2 Income</b>			
Donations		5,154,406	5,102,540
Charitable activities			
Consumer information		64,762	79,015
Other income			
Logo licencing		27,803	78,899
Partnership & co funding		134,662	30,500
Other		2,078	2,056
		<hr/>	<hr/>
Total received		<u>5,383,711</u>	<u>5,293,010</u>
<b>3 Investment Income</b>			
Bank interest received		<u>3,292</u>	<u>4,026</u>
<b>4 Expenditure</b>	<b>Staff Costs</b>	<b>Support Costs</b>	<b>Other Direct Costs</b>
	£	£	£
Raising funds			
Cost of raising donations	108,482	53,549	-
Charitable activities			
Consumer information	958,136	472,947	3,557,189
	<hr/>	<hr/>	<hr/>
Total resources expended	<u>1,066,618</u>	<u>526,496</u>	<u>3,557,189</u>
	<u> </u>	<u> </u>	<u> </u>
	Total 2016	Total 2015	
	£	£	
<b>5 Allocation of Support Costs and Overheads</b>	<b>Raising Funds</b>	<b>Consumer Information</b>	<b>Total 2016</b>
	£	£	£
Unrestricted funds:			
Premises	24,271	201,632	225,903
Depreciation	4,191	34,821	39,012
Communications and IT	6,400	53,170	59,570
Postage and printing	1,117	9,271	10,388
Travel costs	4,370	36,308	40,678
Employee related costs	13,200	109,654	122,854
Governance costs (Note 6)	-	28,091	28,091
	<hr/>	<hr/>	<hr/>
Total support costs	<u>53,549</u>	<u>472,947</u>	<u>526,496</u>
	<u> </u>	<u> </u>	<u> </u>

**The Drinkaware Trust**  
**Notes to the Financial Statements**  
**For the year ended 31<sup>st</sup> December 2016 (continued)**

**6 Analysis of governance costs**

	Total 2016 £	Total 2015 £
Auditors' remuneration	11,406	11,406
Auditors' remuneration - non audit services	116,447	1,220
Other direct costs	16,538	24,150
Legal and professional fees	65,891	11,030
Total support costs	210,282	47,806

**7 Staff Costs**

	2016 £	2015 £
Wages and salaries	867,466	956,140
Redundancy costs	4,846	9,171
Social security costs	96,440	93,644
Pension costs	97,866	79,884
	1,066,618	1,138,839

The average number of employees during the year was 20 (2015: 22).

The number of employees with annual remuneration in excess of £60,000 was as follows:

	2016	2015
£60,000 to £69,999	1	1
£70,000 to £79,999	2	1
£80,000 to £89,999	1	-
£120,000 to £129,999	-	1
£130,000 to £139,999	1	-
	5	3

The pension contribution attributable to higher paid employees is £46,529 (2015: £69,913)

**8 Trustees and Key Personnel Remuneration**

The trustees neither received nor waived any emoluments during the year (2015 - £Nil).

Expenses of £16,469 (2015 - £9,656) were reimbursed to seven (2015: six) trustees during the year.

Key management personnel include Trustees, Chief Executive and Chief Medical Advisor. The total employee benefits of the charity's key management personnel were £179,070 (2015: £172,582).

In 2016, the amount paid in redundancy and other termination payments for staff (including outplacement support) was £4,846 following the restructure of the finance team.

**The Drinkaware Trust**  
**Notes to the Financial Statements**  
**For the year ended 31<sup>st</sup> December 2016 (continued)**

**9 Movement in Net Funds for the Year**

	2016 £	2015 £
Movement in the net funds is stated after charging :		
Auditor's remuneration (excluding non-audit services)	11,406	11,040
Auditor's remuneration (non-audit services)	116,447	-
Depreciation	43,334	37,416
Amortisation	18,813	-
	190,000	48,456

**10 Intangible Fixed Assets**

	Website and Mobile Application Software £	Drinkaware.co.uk £	Healthy Living Tool £	Total £
<b>Cost or Valuation</b>				
At 1 <sup>st</sup> January 2016	531,474	224,545	50,432	806,451
Additions	187,366	-	-	187,366
Disposals	-	-	-	-
At 31 <sup>st</sup> December 2016	718,840	224,545	50,432	993,817
<b>Depreciation</b>				
At 1 <sup>st</sup> January 2016	531,474	224,545	50,432	806,451
Charge for the year	18,813	-	-	18,813
At 31 <sup>st</sup> December 2016	550,287	224,545	50,432	825,264
<b>Net Book Value</b>				
At 31 <sup>st</sup> December 2016	168,553	-	-	168,553
At 31 <sup>st</sup> December 2015	-	-	-	-

**The Drinkaware Trust**  
**Notes to the Financial Statements**  
**For the year ended 31<sup>st</sup> December 2016 (continued)**

**11 Tangible Fixed Assets**

	Fixtures, Furniture and Equipment	Leasehold Improvements	Total
	£	£	£
<b>Cost or Valuation</b>			
At 1st January 2016	104,303	145,175	249,478
Additions	13,659	-	13,659
Disposals	-	-	-
At 31st December 2016	<u>117,962</u>	<u>145,175</u>	<u>263,137</u>
<b>Depreciation</b>			
At 1st January 2016	54,102	24,197	78,299
Charge for year	19,138	24,196	43,334
Depreciation on disposal	-	-	-
At 31st December 2016	<u>73,240</u>	<u>48,393</u>	<u>121,633</u>
<b>Net Book Value</b>			
At 31st December 2016	<u>44,722</u>	<u>96,782</u>	<u>141,504</u>
At 31st December 2015	<u>50,201</u>	<u>120,978</u>	<u>171,179</u>

**12 Debtors: Due within one year**

	2016	2015
	£	£
Trade debtors	607,248	276,952
Other debtors	146,366	95,795
Prepayments and accrued income	55,798	68,141
	<u>809,412</u>	<u>354,364</u>

Included in the above payable after more than one year is £86,524 (2015 - £86,524) relating to the rental deposit held as part of the building lease.

**The Drinkaware Trust**  
**Notes to the Financial Statements**  
**For the year ended 31<sup>st</sup> December 2016 (continued)**

**13 Creditors: Amounts falling due within one year**

	2016	2015
	£	£
Trade creditors	251,976	155,794
Other creditors	451,468	559,797
Accrued pension costs	8,063	5,322
Taxation and social security	25,856	24,949
Accruals	64,697	178,444
	802,060	924,306

**14 Taxation**

Drinkaware is a registered charity and as such is entitled to certain tax exemptions on income and profits from investments and surpluses on any trading activities carried on in furtherance of the charity's primary objectives, if these profits and surpluses are applied solely for charitable purposes.

**15 Annual Commitments under Operating Leases**

	2016	2015
	£	£
<b>Land &amp; buildings</b>		
Less than one year	173,048	173,048
Within 1-5 years	519,144	519,144
Within 5+ years	-	173,048
<b>Office equipment</b>		
Less than one year	-	1,104

**The Drinkaware Trust**  
**Notes to the Financial Statements**  
**For the year ended 31<sup>st</sup> December 2016 (continued)**

**16 Statement of Funds**

	At 1st January 2016	Income £	Expenditure £	Transfers/ Gains £	At 31st December 2016
Unrestricted funds	1,016,177	5,387,003	(5,150,303)	-	1,252,877
<b>Total funds</b>	<b><u>1,016,177</u></b>	<b><u>5,387,003</u></b>	<b><u>(5,150,303)</u></b>	<b><u>-</u></b>	<b><u>1,252,877</u></b>

**17 Analysis of Net Assets between Funds**

	Unrestricted Funds £	Total Funds £
<b>Fund balances at 31st December 2016 are represented by:</b>		
Fixed assets	310,057	310,057
Net Current Assets	<u>942,820</u>	<u>942,820</u>
<b>Total net assets</b>	<b><u>1,252,877</u></b>	<b><u>1,252,877</u></b>

**18 Related Party Transactions**

There were no related party transactions during the year.

**19 Financial Assets and Liabilities**

The financial statements include the following in respect of items held at amortised cost at 31 December:

	2016 £	2015 £
Financial assets measured at amortised cost (trade and other debtors)	751,752	372,747
Financial liabilities measured at amortised cost (trade and other creditors and accruals)	774,988	924,306

## The Drinkaware Trust 2016 Donors

Drinkaware would like to thank our donors for their support in 2016:

AB-InBev UK Ltd  
Accolade Wines Limited  
Admiral Taverns Ltd  
Aldi UK  
Armit Wines  
ASDA Stores Ltd  
Aspall Cyder Ltd  
Aston Manor Brewery Company Limited  
Bacardi Brown-Forman Brands  
Bavaria Uk Ltd  
Bibendum PLB Group  
Booker Ltd  
Bourne Leisure  
Brakspear Pub Company  
Broadland Wineries  
Burns Stewart Distillers Ltd  
C&C Group - WM Magnier Ltd  
Carlsberg UK Ltd  
Casella Family Brands  
Cellar Trends Limited  
Charles Wells Ltd  
Cider of Sweden Ltd (Kopparberg)  
Concha y Toro UK Ltd  
Conviviality Retail  
Daniel Thwaites plc  
Diageo Great Britain Ltd  
E & J Gallo Winery Europe  
English and Wales Cricket Board  
Enotria Wines  
Enterprise Inns plc  
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Hook Norton Brewery  
Ian Macleod Distillers Ltd  
Inver House Distillers Ltd  
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J. Wray & Nephew, A Gruppo Campari Company  
Jagermeister  
JW Lees & Co (Brewers) Ltd  
Kato Enterprises  
Kingsland Wines  
Laithwaite's Wine (Direct Wines)  
Laurent Perrier UK Ltd  
Liberty Wines  
Lidl UK GmbH  
London Scottish International Ltd  
Louis Latour Agencies  
Majestic Wine Warehouses Ltd  
Marks & Spencer plc  
Maxxium UK Ltd - Beam Suntory  
Maxxium UK Ltd - Edrington Group  
McCormick Distilling Company  
Mitchells and Butlers plc  
Moet Hennessy UK Ltd  
Molson Coors Brewing Company UK  
Negociants  
NUS  
Nyetimber Ltd  
Origin Wine Ltd  
Pernod Ricard UK  
Pol Roger Limited  
Proximo Spirits UK Ltd  
Punch Taverns plc  
Quintessential Brands UK (G&J Greenalls )  
Racecourse Association Ltd  
Remy Cointreau  
Rugby Football Union  
SAB Miller plc  
Sainsbury's Supermarkets Ltd  
Shepherd Neame Ltd  
SHS Drinks Division  
Spar (UK) Ltd  
St Austell Brewery Company Ltd  
T&R Theakston Ltd  
Tesco plc  
The Co-operative Group  
The Deltic Group  
The Kiss Mix Drinks Company Ltd  
The Reformed Spirits Company  
The Restaurant Group  
Treasury Wine Estates  
United Wineries Ltd  
Wadworth Co. Ltd  
Waitrose Ltd  
Whitbread  
Whyte and Mackay Ltd  
William Grant & Sons  
WM Morrisons Supermarkets plc  
Young and Co's Brewery plc

3<sup>rd</sup> Floor (Room 519), Salisbury House  
London Wall, London EC2M 5QQ  
T: 0207 766 9900



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